

UX Researcher, User Experience Strategist



Project Title	UX Researcher, User Experience Strategist
Project Summary	Looking for someone passionate about UX with the knowledge and experience to run in-person and remote usability tests. Make recommendations and create reports to improve our audience's digital experience on ECA products.
Country	United States

Project Description

Work with the State Department's Bureau of Educational and Cultural Affairs, Public Affairs and Strategic Communications (ECA/PASC) Digital team to bring better user experience to our digital products!

You would:

Conduct user research and testing, in person and remotely

Run usability tests to see how users interact with campaigns and websites

Develop user surveys to get information from potential users

Conduct audience research

Document Customer Journeys, Top Tasks and other deliverables that will support the design and development of digital products

Create personas through user research and data

Use online tools to conduct remote user testing, for example Hot Jar, Usability Hub

Create metrics reports using google analytics to represent audience interaction with websites.

Create usability reports, and make recommendations based on findings

Make recommendations to improve users experience on ECA digital products, from campaigns to websites

Get to know ECA Exchange Program audience, and speak to their journey on our digital products.

Be an advocate for the ECA Exchange program user/audience and help us meet their needs.

Check in with mentor/supervisor weekly or biweekly, depending on the project

Learn more about Working with ECA/PASC team:

<https://app.box.com/s/luygxs6buxh84obvbuq4vqkb5dymrqnk>

Required Skills or Interests

Skill(s)

Design thinking

Marketing

Research

Survey / polling design

Website design

Additional Information

We welcome creative ideas, design-thinking, and research-based problem solving! Be part of an exiting team and gain valuable UX experience.

UX Design abilities, like wireframing, are welcome but optional. Most of the projects will be audience UX research based (usability testing).

Training in user experience is preferred, either in a formal university setting, or via a comprehensive online course, like General Assembly or Nielsen Norman UX programs. Work-related UX experience is also valuable.

Language Requirements

None